



2023

MCO SERVICES FOR PREGNANT & POSTPARTUM MEMBERS

Managed Care Organization Services for
pregnant and postpartum members in the
City of Philadelphia

Geisinger

Right from the Start: Pregnant members are eligible for the *Right from the Start* program, which includes Case Managers, RNs, and LPNs support members by telephone and clinic visits/home visits to help:

- Connect patients with OB clinic staff to ensure appointments are within appropriate timeframes
- Coordinate access to community resources, such as behavioral health services, dental screenings, and federal or local support programs, e.g., Nurse-Family Partnership/Parents as Teacher programs.
- **Family Case Management:** To enroll, call the GHP Family Special Needs Unit at 800-214-8100 or email: SNU@thehealthplan.com

Community Health Assistants (CHAs): Geisinger's Women's Health-focused Community Health Assistants(CHA) support the nursing team and patients to:

- Schedule and ensure completion of prenatal and postpartum appointments
- Arrange transportation for prenatal appointments
- Provide referrals
- Assist in identifying Social Determinants of Health that are causing gaps in care by completing assessments



Health Partners Plans

Baby Partners Program: Every pregnant and postpartum member of HPP is eligible to receive care coordination through Baby Partners. Your care coordinator, who is a licensed nurse or social worker, will help you

- Choose a provider for your prenatal care and for your baby's care
- Schedule and send reminders of appointments
- Arrange transportation
- Help members know what to expect during your pregnancy and the postpartum period
- Coordinating access to with community resources, such as classes, food resources, support programs like Nurse-Family Partnership, and baby supplies
- Answer questions about member insurance



Keystone First

Care Managers: RN health care professionals who support members by telephone through every step of their pregnancy by:

- Connecting members to maternity care specialists.
- Identifying and controlling risk factors.
- Encouraging appropriate prenatal behavior.
- Coordinating access to community resources, such as behavioral health services, dental screenings, and federal or local support programs, e.g., Nurse-Family Partnership or Healthy Start.

Maternity Support Groups cont.



Care Coordinators/Maternity Navigators:

- Support the nursing team.
- Provide assistance with making and keeping appointments.
- Facilitate access to transportation for prenatal appointments.
- Social Determinants of Health assessments and referrals.

Community Baby Showers: An opportunity to provide information for new moms, perform health screenings, and provide prenatal and postnatal education.



Healthy First Steps™ (HFS) is a program for pregnant members that includes

- Access to resources
- Educational opportunities
- RN Case Management for High-Risk Pregnancies
- Provides care management support from a multidisciplinary team to help address medical, social, and behavioral needs.

Doula Programs



Connect: GHP Women's Health team can help members to connect with a doula for labor and delivery support services.



Health Partners Plans

Connect: Baby Partners Care Coordinator can help members to connect with a doula for labor and delivery support.



Connect: Members can request to be connected with doulas for labor and delivery support.



Connect: OB Case Managers can help connect members to Doulas with in the community.

New Doula Program: UHC plans to launch a doula program in Q4 2022.

**All insurance plans must offer home-visiting programs as mandated by the Department of Human Services (DHS).*

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Maternal Child Home Visiting Program: GHP Family members can enroll in GHP's evidence-based maternal home-visiting program. Referrals to Early Head Start and Early Intervention services are available based on risk stratification of support needs for a diverse population.

Additional Support: Home visits and clinic visits can be made by the GHP Women's Health RN Case Managers and the Women's Health CHAs to provide resource support and follow-up education.



Health Partners Plans

All HPP birthing persons are eligible to enroll for home visiting (mostly in virtual format) with a nurse or social worker for child development and resource needs. To enroll, call the Baby Partners Hotline (215-307-6791)

Keystone First

Maternal Child Home Visiting Program: Connect members with Community Based Organizations (CBOs) which provide evidence based/informed home visiting programs from pregnancy up to the child's 6th birthday. (Nurse-Family Partnership, Healthy Start, Parents as Teachers)

CityLife Health: provides additional virtual or walk-in opportunities to complete the postpartum visit.

United Healthcare

Optum OB Homecare: Skilled in-home nursing services for the management of diabetes and 17 HPC administration. Includes 24/7 nurse availability.

Nursing Visits: New Moms and baby are entitled to two (2) post-partum nursing visits in the home. Visits should be ordered upon discharge from the hospital after delivery. There is no prior authorization required.

Family Visiting Program (Maternal Child Home Visiting): UHC has partnered with Evidence Informed Organizations to engage families. The program provides unlimited in-home visits up to 18 months of age. To assess what family unit needs may be present, these visits may lead to ongoing support like Early Intervention and Head Start, and community connections for parents and the family-like WIC. The intention is to identify gaps in the family's current state and assist with connecting them to support an overall healthier family unit.

***All insurance plans must offer to cover the cost of a breast pump as mandated by the American Care Act (ACA).**

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Lactation Support: Referrals can be made to certified lactation specialists.

Additional support:

- Hospital-grade electric breast pumps
- Members can sign up to receive a 4th-trimester survival guide sent directly to their inbox.
- Additional resources can be found at <https://www.geisinger.org/patient-care/conditions-treatments-specialty/pregnancy-care>



Health Partners Plans

Lactation Support: 24-hour Lactation Hotline, call 215-307-6791 to connect with a Baby Partners care coordinator who is a lactation counselor.

Additional Support:

- Breastfeeding members who reside in Philadelphia can use the phone app, **Pacify** to connect for live advice from breastfeeding experts for on-demand lactation and feeding support. Lactation consultants are available 24/7.
- Coverage for the purchase of a personal-use pump at no cost.



Keystone First

Lactation Support: Connects members to certified lactation specialists.

Additional Support: Provide access to high-quality, easily obtainable manual or electric breast pumps.



Lactation Support: Connects members to certified lactation specialists.

Additional Support:

- Breastfeeding members who reside in Philadelphia can use the phone app, **Pacify** to connect for live advice from breastfeeding experts for on-demand lactation and feeding support. Lactation consultants are available 24/7.
- Coverage for the purchase of a personal-use, double electric pump at no cost.

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GHP members who receive first-trimester prenatal care earn a \$30 gift card and a \$40 gift card with completion of a postpartum appointment between 7 to 84 days. These gift cards can be used to purchase items for babies and baby care, including equipment, supplies, clothing, and food.



Health Partners Plans

Members can earn rewards for completing their first prenatal visit in the first trimester, attending a postpartum checkup, having a dental exam during the pregnancy, and taking the baby for the first well check-up in the first 30 days of life. Register for the Member Reward at <https://hpprewards.net/> or by calling HPP Rewards at 1-855-827-2862 (TTY: 1-877-454-8477).



Keystone First

Keys to Your Care® program: A voluntary texting and incentive program for pregnant members. Incentives range from gift cards to portable cribs for sleep safety. Members are eligible for a \$50 gift card if they attend their scheduled postpartum visit 7-84 days after giving birth.



Healthy First Steps Rewards: Pregnant members are eligible for Healthy First Steps rewards when they attend their scheduled doctor appointments. The program provides incentives (gift cards) for making and keeping important medical appointments for both mom and baby. The program is available to any pregnant member or member who recently had a baby. Members receive email and text reminders about upcoming health care visits and helpful information at each stage of the pregnancy and new parenthood. Register for the Rewards at myuhc.com or call 1-800-599-5985.

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Behavioral Health Team: Case Managers, Case Workers, and Care Connectors can work with patients to connect them with the behavioral health services needed. The women's health team completes assessments and surveys regarding postpartum depression and can place referrals to our GHP Behavioral Health team and outside organizations.



Health Partners Plans

Integrated Care Plan (ICP): are developed for all members with a serious and persistent mental illness in cooperation with the Behavioral Health MCO. Members living in Philadelphia may be able to connect with CBH at their provider's offices.



Keystone First

Integrated Care Plan (ICP): for pregnant members with serious and persistent mental illness.

Programs for mothers with addiction: PEARL and Maternity Care Coordination Healthy Baby Program



Integrated Care Plan (ICP): OB Case Managers work with the ICP team to manage pregnant members with serious and persistent mental illnesses.

Additional Support: OB Case Managers and Behavioral Health Care Managers can connect members to programs in the community.

cbh

CBH Member Services: staff are available 24/7 to speak on the phone to connect members with mental health and/or substance use services and can be reached at 1-888-545-2600.

Mommy's Helping Hands: is a program that offers care coordination for pregnant and post-partum women who may be struggling with opioid misuse and/or an opioid use disorder. Please contact Kimyatta Caffie, Clinical Supervisor, at 267-233-4442 for further information.

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Neighborly PA: The GHP Case Management team can place referrals to Geisinger Dietitians for continued follow-up; and provide resource information through the Neighborly website, ex. Mom's meals. Visit <https://www.neighborlypa.com> for more information

SNAP/WIC: A referral for the Community Health Assistant can also be placed to assist members with filling out SNAP/WIC applications for food stamp.



Health Partners Plans

MANNA: The "food as medicine" program may be available for Baby Partners members diagnosed with gestational hypertension, gestational diabetes, or hyperemesis. Members can receive six weeks of meals for their households; members discharged from an acute inpatient admission other than for delivery can receive four weeks of meals (for member-only). Members may receive individualized consultations from an HPP dietician.



Keystone First

Family Food: In-home dietitian program for pregnant members to manage weight gain and learn how to make healthy food choices.

MANNA: The "food as medicine" program is available for pregnant members diagnosed with gestational diabetes.

Mom's Meals: meals for pregnant members who test COVID-19+ and/or quarantining due to symptoms of COVID-19.



Prematurity Prevention Program(P3): Disparity program to enhance the care of high-risk pregnant members residing in multiple zip codes around Philadelphia.

MANNA: The "food as medicine" program is available for enrolled P3 pregnant members for up to 28 weeks, including four weeks into the postpartum period.

Texting & Phone Services

text4baby: Provides text message reminders to pregnant and new mothers about upcoming appointments along with quizzes, health, and safety tips. Members can visit text4baby.org.

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GHP Special Needs Unit: 1-800-214-8100

Postpartum Support Crisis Text Line: Text HOME to 741741

Suicide and Crisis Lifeline: Call/text 988

Call/text Helpline: 1-800-944-4773 (4PPD) (#1 En Espanol or #2 English)

Helpline text in English: 800-944-4773. | **Helpline text En Espanol:** 971-203-7773



Health Partners Plans

Baby Partners 24-Hour Hotline: (215)-307-6791



Keystone First

Moms 2B program: Cell phone program to keep moderate to high-risk pregnant members connected and compliant with prenatal care plans.

Bright Start Maternity: 1-877-364-6797

24 Hour Nurse Line: 1-866-566-1513



24 Hour Nurse Line: 1-844-222-7341

Healthy First Steps Hotline: 1-800-599-5985

Geisinger

Online Guides: Available online with resources to help expecting members navigate their pregnancy and enroll with our Special-Needs team.

Email: SNU@thehealthplan.com

Additional Resources: To find a Geisinger provider, members can access via [Geisinger Health Plan](#).

Taking Care of Your Baby During Pregnancy: For information on each trimester of pregnancy, labor, and delivery, postpartum and newborn care, and classes and events, members can access [Pregnancy Care – Prenatal Care Near Me | Geisinger](#)



Health Partners Plans

Find Help: Formerly called Aunt Bertha, is an excellent website for additional resources. <https://hpp.findhelp.com>



Keystone First

More information: Learn more about initiatives provided by Keystone First.

<https://www.keystonefirstpa.com/provider/initiatives/brightstart/index.aspx>



**United
Healthcare**

Maternal Health Email: pa_maternalhealth@uhc.com

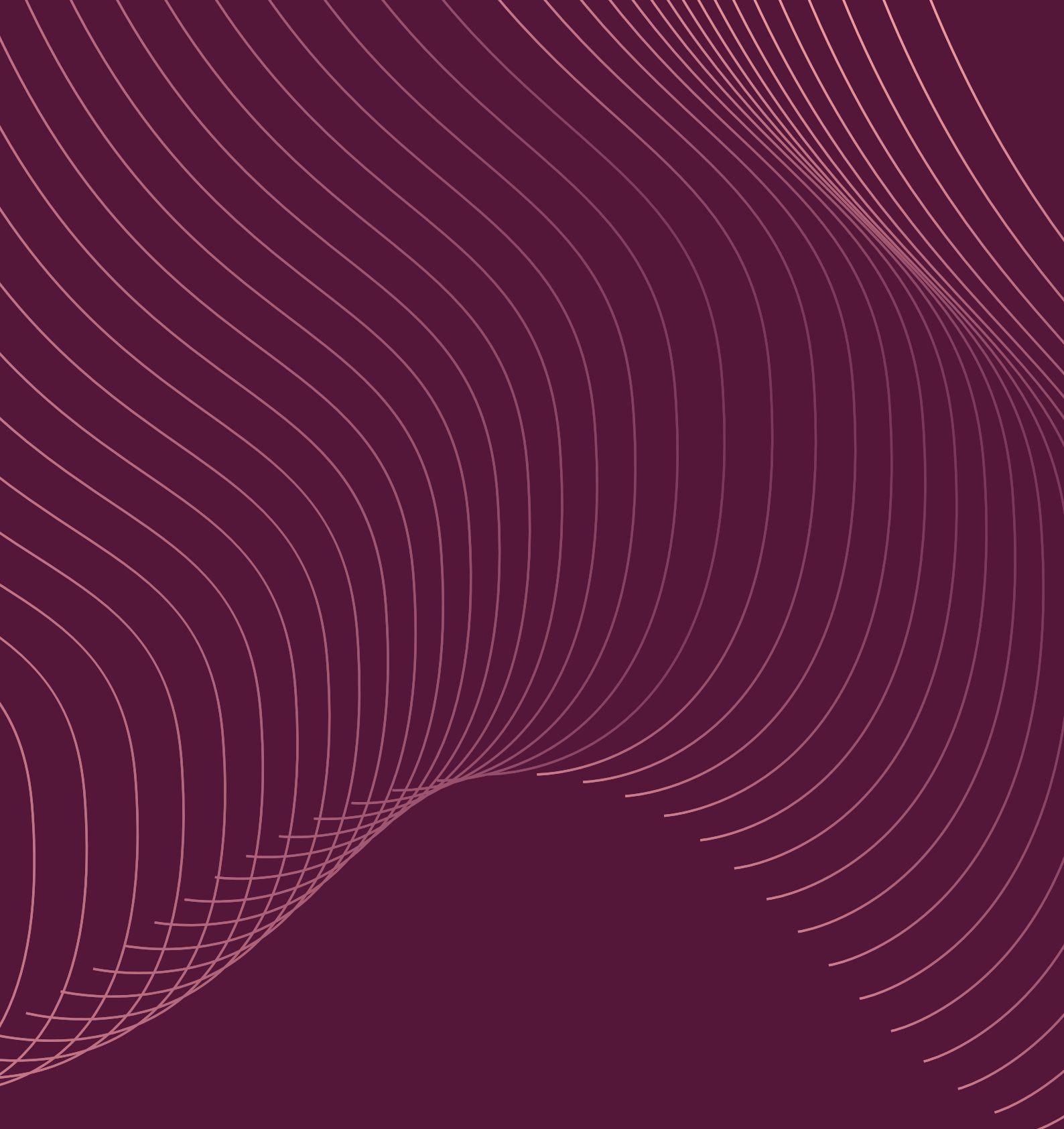
Taking Care of Your Baby During Pregnancy: Online guide with resources to help expecting members navigate their pregnancy.

Members can access the site here:

<https://www.uhc.com/health-and-wellness/health-topics/pregnancy>

Well Hop for Mom and Baby: A centering modeled program that brings together expectant women with similar due dates. The virtual group sessions are intended to provide knowledge and social support related to pregnancy, birth, returning to work, stress reduction, and infant care. Members can access the site here:

<https://www.momandbaby.wellhop.com/s/landing>




BIRTH JUSTICE PHILLY